

AMENDMENTS TO THE CLAIMS

1 1. (currently amended) A method of personalizing content delivery
2 to a user, said method comprising the steps of:

3 determining in the moment point of contact constraints of said
4 user;

5 retrieving a profiled past of said user including purchased data
6 which is grouped or keyed to presenting a lifestyle or lifestage
7 view of said user;

8 retrieving current actions; and

9 delivering an opportunity to said user by creating a vision of a
10 supplier's core competencies based on ~~in response to~~ said
11 constraints of said point of contact, said profiled past and said
12 current actions, and developing said opportunity consistent with
13 said vision by merging together and optimizing said vision with
14 said supplier's channel awareness.

1 2. (original) The method of claim 1, wherein said step of
2 determining in the moment point of contact comprises the step of
3 determining constraints of a current fingertip touchpoint of said
4 user.

5 3. (original) The method of claim 2, wherein said touchpoint
6 comprises a cell phone, kiosk, personal digital assistant device,
7 laptop computer, terminal, or desktop computer.

8 4. (original) The method of claim 1, wherein said point of
9 contact constraints includes a location indication.

10 5. (original) The method of claim 4, wherein said location
11 indication includes global positioning system coordinates.

12 6. (original) The method of claim 1, wherein said profiled past
13 includes a demographic profile.

14 7. (original) The method of claim 6, wherein said demographic
15 profile is assumed.

16 8. (original) The method of claim 7, wherein said demographic
17 profile is assumed based on anonymous demographic data supplied
18 by a third party.

19 9. (original) The method of claim 6, wherein said demographic
20 profile is layered.

21 10. (cancelled).

22 11. (cancelled).

23 12. (original) The method of claim 11, wherein said baseline
24 parameter is a block or group.

25 13. (original) The method of claim 1, wherein said profiled past
26 includes data generated by datamining of navigational and
27 transactional information, or user submitted data, or purchased
28 data, or combinations thereof.

29 14. (original) The method of claim 1, wherein said current
30 actions includes transactions.

31 15. (original) The method of claim 14, wherein said transactions

32 includes listings of purchases or payments or returns.

33 16. (original) The method of claim 1, wherein said current
34 actions includes clickstream data.

35 17. (original) The method of claim 16, wherein said clickstream
36 data includes page hits, sequence of hits, duration of page
37 views, response to advertisements, transactions, or conversion
38 rates.

39 18. (original) The method of claim 1, wherein the step of said
40 delivering said content comprises the step of sending a
41 personalized web page to said user.

42 19. (cancelled)

43 20. (original) The method of claim 1, wherein said content is
44 delivered by converting said point of contact constraints into a
45 take action opportunity.

46 21. (currently amended) A system for personalizing content
47 delivered to a user, comprising:

48 means for determining a point of contact device of said user;

49 means for retrieving a profiled past of said user including
50 purchased data which is grouped or keyed to presenting a
51 lifestyle or lifestage view of said user;

52 means for retrieving current actions; and

53 means for delivering an opportunity to said user by creating a

vision of a supplier's core competencies based on in response to
said point of contact device and said profiled past and said
current actions, and developing said opportunity consistent with
said vision by merging together and optimizing said vision with
said supplier's channel awareness.

22. (currently amended) A server having a web site for providing
personalized content to a user, comprising:

a computer processor having server software installed for
processing a web site having content;

means for determining a point of contact device of said user;

means for retrieving a profiled past of said user including
purchased data which is grouped or keyed to presenting a
lifestyle or lifestage view of said user;

means for retrieving current actions; and

wherein said server software is adapted for delivering said web
site content personalized to said user as an opportunity ~~in~~
~~response to~~ by creating a vision of a supplier's core
competencies based on said point of contact device and said
profiled past and said current actions, and developing said
opportunity consistent with said vision by merging together and
optimizing said vision with said supplier's channel awareness.

23. (currently amended) A computer program product for
instructing a processor to provide a web site accessible by a
user having a point of contact device, said computer program

79 product comprising:

80 means for determining said point of contact device of said user;

81 means for retrieving a profiled past of said user including
82 purchased data which is grouped or keyed to presenting a
83 lifestyle or lifestage view of said user;

84 means for retrieving current actions; and

85 wherein said computer program product is adapted for delivering
86 web site content personalized to said user as an opportunity ~~in~~
87 ~~response to~~ by creating a vision of a supplier's core
88 competencies based on said point of contact device and said
89 profiled past and said current actions, and developing said
90 opportunity consistent with said vision by merging together and
91 optimizing said vision with said supplier's channel awareness.